

ELECTRONIC BILLBOARD FOR PERIPHERAL DEVICES

ABSTRACT

5 A peripheral device operable to be coupled to a computer communication network
and deliver electronic content information includes a content delivery device and a
content delivery module. The content delivery device is operable to deliver electronic
content information. The content delivery module is coupled to the content delivery
device and operable to retrieve the electronic content information. The content delivery
module is further operable to determine an appropriate time to deliver the electronic
10 content information, and to deliver the electronic content information via the content
delivery device. A method of delivering electronic content information through a
peripheral device includes: retrieving electronic content information; determining when a
content delivery device coupled to the peripheral device is idle; and responsive to
determining that the content delivery device is idle, delivering the electronic content
15 information via the content delivery device.